# THE IMPORTANCE OF BACKUP & DISASTER RECOVERY

Every organization needs a plan for when disaster strikes. A plan not just for recovering from natural disasters such as earthquakes, fires and the familiar snow storms, but also the inevitable human error. Set your business up for success with a comprehensive data backup and disaster recovery plan.

## TOP THREE THREATS FOR SERVER DOWNTIME

**1** **45% Operational** - An incorrect setup or unmonitored backups are the largest threat to data

**45%**

**2** **35% Natural Disaster** - Earthquakes, fires and flooding can destroy data stored on servers and hard drives
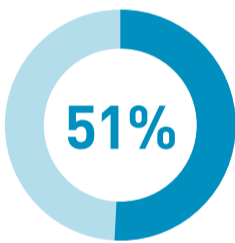
**35%**

**3** **19% Human Error** - Without data backup, a small error by an employee can cause costly downtime
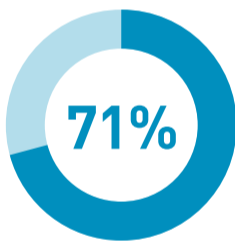
**19%**

## WOULD YOUR BUSINESS BE ABLE TO SURVIVE A DISASTER?

**51%**

Currently 51% of organizations lack an effective disaster recovery plan

**71%**

71% of IT professionals are not fully confident in their ability to recover information following an incident

## THE SCARY TRUTH

CLOSED

**40%** of businesses don't reopen after a disaster

Network outages cost businesses **$700 billion** per year

## BEING PREPARED IS EASY

Restore an entire datacenter in 2-3 hours with Alaska Communications

Store and retrieve data anytime, anywhere with reliable cloud solutions

Our experts can help you create, evaluate and deploy a comprehensive business continuity plan so you're ready in case of a disaster

From cloud solutions, to recovery, to IT services, Alaska Communications has the solutions you need for business continuity.

**I'M READY TO BACK UP MY BUSINESS**

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